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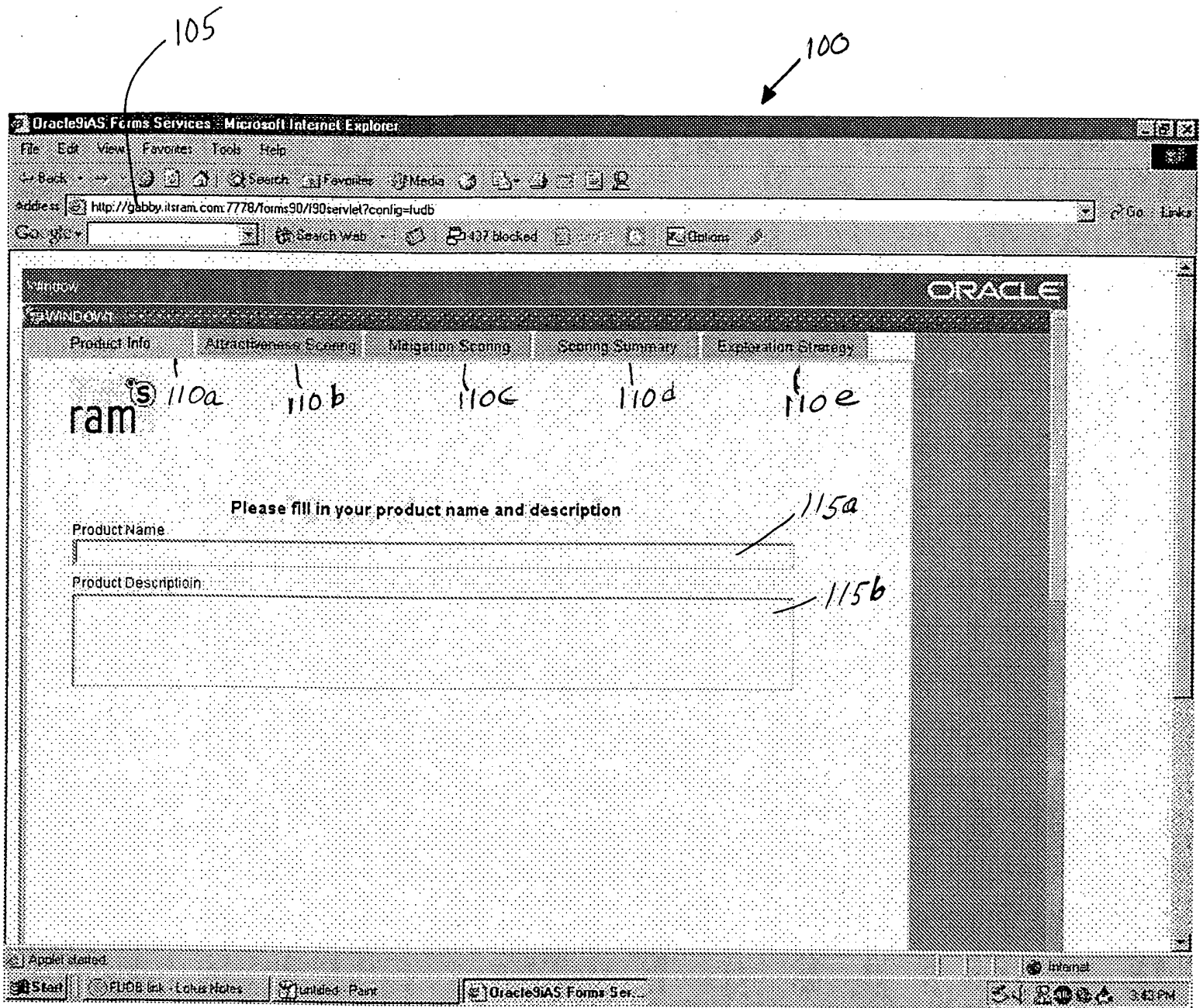


FIGURE 1

100
↓

Oracle9iAS Forms Services - Microsoft Internet Explorer

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Address: http://gabby.itram.com:7778/forms90/90servlet?config=fddb Go Links

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Product Info Attractiveness Scoring **Navigation Scoring** Scoring Summary Exploration Strategy

ram^s 1106 Reset 118

125a
1
Sensory

Images

- ☐ No Face/Character/Object
- ☐ Simple Outline of Face
- ☐ Human Face
- ☐ Recognizable Character
- ☐ Generic Character
- ☐ Recognizable Objects
- ☐ Abstract Recognizable Images

Color

- ☐ Non-Primary/Neutral
- ☐ Primary/Bright
- ☐ Black/White
- ☐ Multiple Contrasting Colors
- ☐ Shiny/Reflective

Textures

- ☐ Bumpy/Textured
- ☐ Soft/Furry
- ☐ Rubbery/Pliable/Squeezable
- ☐ Smooth
- ☐ Hard

Movement

- ☐ Stationary
- ☐ Manual Movement
- ☐ Moderate Movement
- ☐ Fast Movement

Apple started

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FIGURE 24

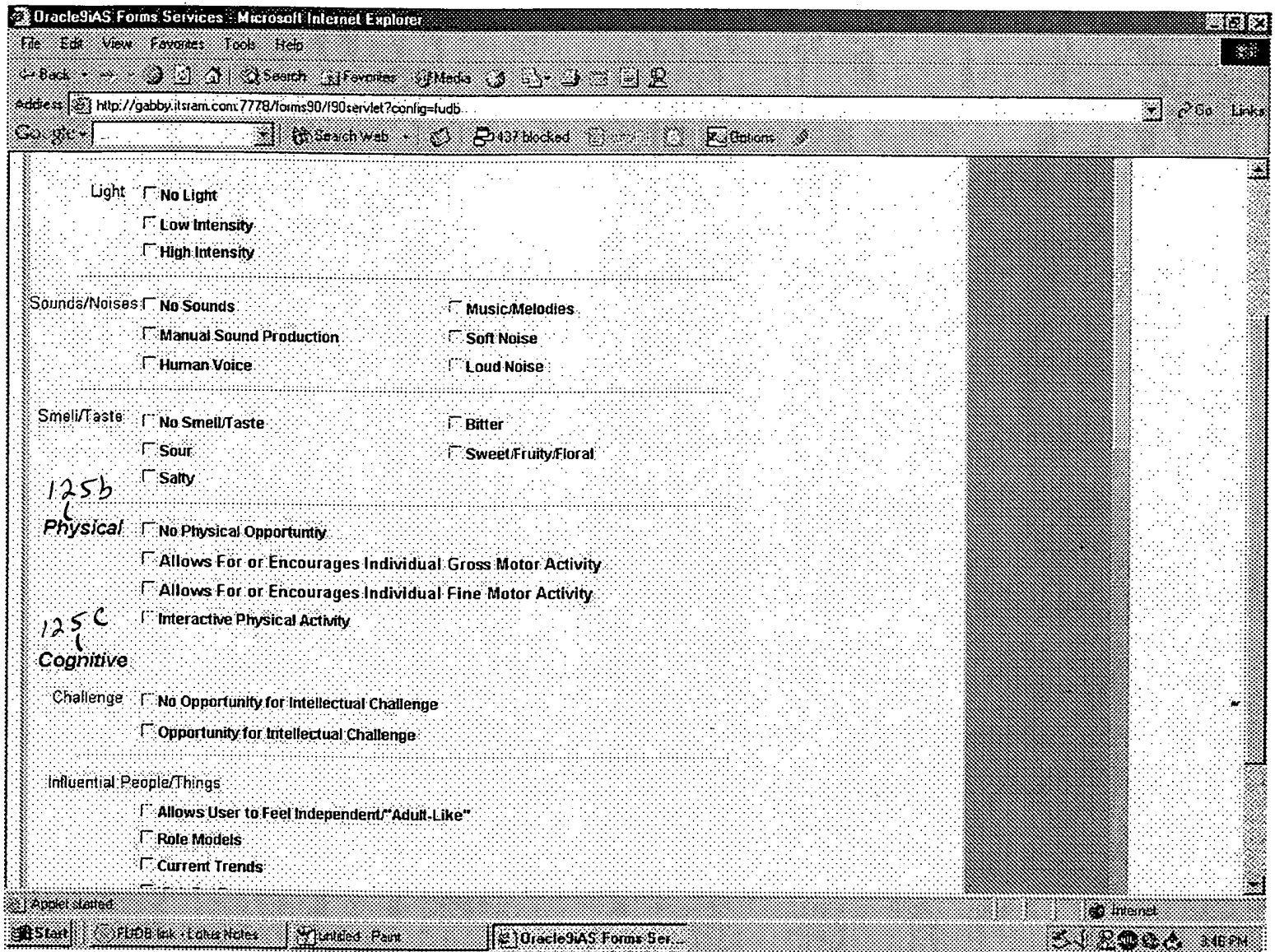


FIGURE 2B

140

PHYSICAL										COGNITIVE					Subscore	OVERALL	
										Influential People/Things							
										Challenge							
										No opportunity for intellectual challenge							
										Opportunity for intellectual challenge							
										Allows User to Feel Independent/Adult-Like							
										Role Models							
										Current Trends							
										High Realism							
										Subscore							
										0	0	0	0	0			19.5
										0	0	0	0	0			17.5
										0	0	0	0	0			15.0
										0	0	0	0	0			12.5
										0	0	0	0	0			10.0
										0	0	0	0	0			7.5
										0	0	0	0	0			5.0
										0	0	0	0	0			2.5
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	Images	Color	Textures	Movement	Light	Sounds/Audible	Smell/Taste	Physical	Challenge	Inherent Properties	TOTAL
Birth to 3 months											
4 to 7 months											
8-11 months											
12-18 months											
19-23 months											
2 years											
3 years											
4-5 years											
6-8 years											
9-12 years											
13-17 years											
18-25 years											
Young Adult											
Mature Adult											
Junior Elderly											
Senior Elderly											

High Interest Moderate/High Interest Moderate Interest Moderate/Low Interest None/Low Interest

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135a →

FIGURE 2E

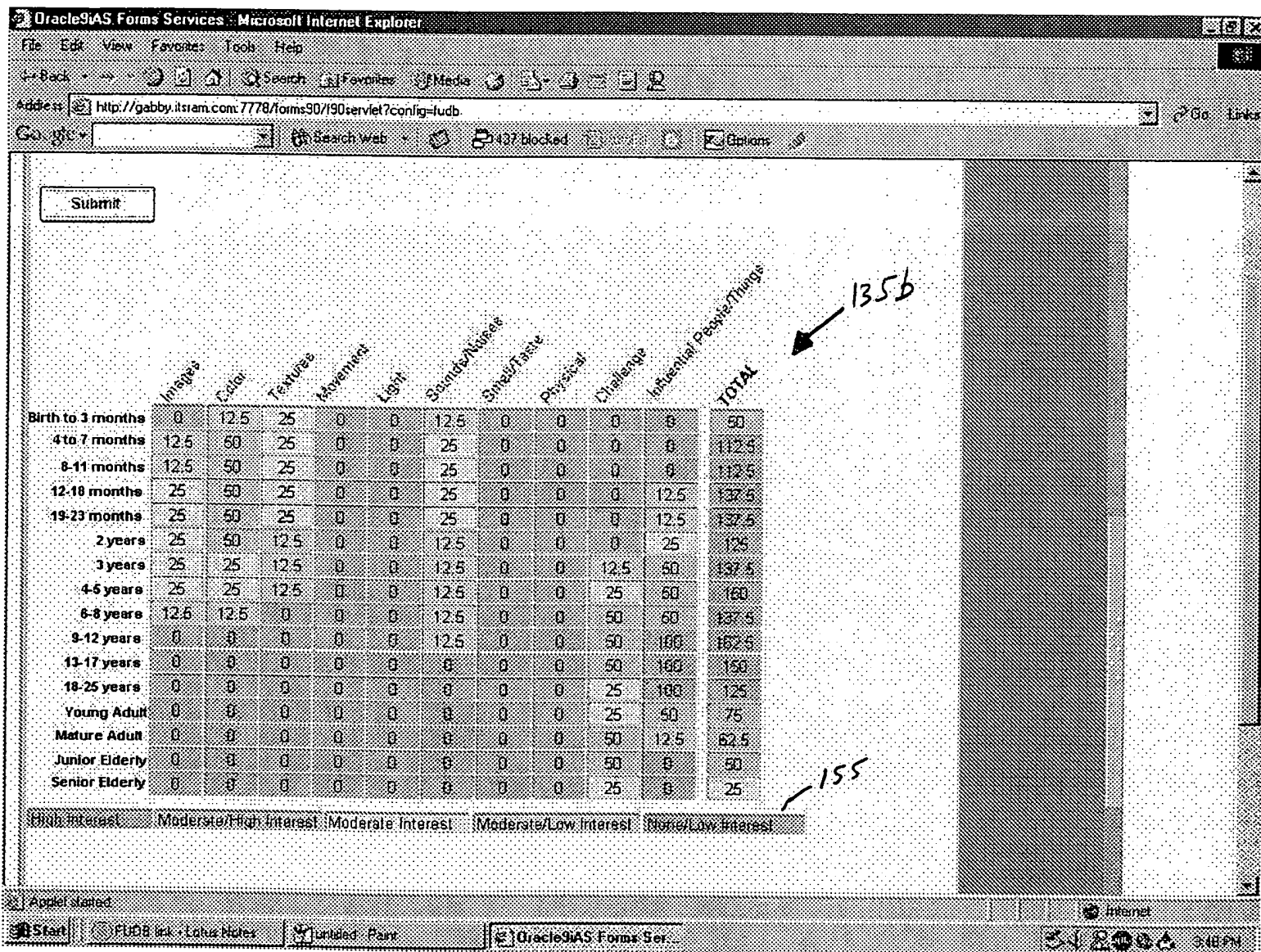


FIGURE 2F

100

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Oracle

Product Info Attractiveness Scoring Mitigation Scoring Scoring Summary Exploration Strategy

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Caregiver Perception

1. Does the product have any hazards that will be obvious to the "average" caregiver or parent? ☐

2. Will a caregiver be familiar with this particular product or this type of product? ☐

3. Will a caregiver recognize and/or trust the brand name of this product? ☐

4. Does the product require adult assistance to be used? ☐

5. Will the product be used in situations where there is a chance no caregiver will be present (e.g. in bed at night, outdoors, at school)? ☐

143

User Perception

1. Does the product have any hazards that will be obvious to the intended user? ☐

2. Will the intended user be familiar with this particular product or this type of product? ☐

3. Will the intended user recognize and/or trust the brand name of this product? ☐

145

150

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FIGURE 3A

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Value

1. What price value does the product have? - 151

Labeling Effectiveness

1. Is there a label? ☒ YES ☐ NO

2. Is the label clear and concise based on the following criteria?

An effective label includes:

- ☐ a description of the hazard
- ☐ the probability of the hazard occurring
- ☐ the severity of the hazard if it occurs
- ☐ how to avoid the hazard
- ☐ a comprehensible format
- ☐ an accessible location

Submit

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152
↓

FIGURE 3B

153

Age Groups	Caregiver Perception								User Perception ¹				Value		Labeling Effectiveness			Subscore		
	Obvious Hazard	Product Familiarity		Brand Name Recognition		Require Adult Assistance		Unsupervised Use		Subscore	Obvious Hazard	Product Familiarity	Brand Name Recognition	Subscore	Low	Medium	High		No Label	Ambiguous Label
Age Groups	Birth to 3 months	Yes	No	Yes	No	Yes	No	Yes	No		Yes	No	Yes	No						
	4 to 7 months																			
	8-11 months																			
	12-18 months																			
	19-23 months																			
	2 years																			
	3 years																			
	4-5 years																			
	6-8 years																			
	9-12 years																			
13-17 years																				
18-25 years																				
Young Adults																				
Mature Adults																				
Junior Elderly																				
Senior Elderly																				
OVERALL																				

¹ The user in this case is a child consumer 0-14 years of age. It assumes no caregiver vigilance. After the age of 12 years, it is assumed that labeling will be considered (or not) by the user.

² The majority of caregivers or consumers will be aware of possible hazards.
 The majority of caregivers or consumers will be aware of possible hazards.
 Many caregivers or consumers will be aware of possible hazards.
 Some caregivers or consumers will be aware of possible hazards.
 A few caregivers or consumers will be aware of possible hazards.
 Very few, if any caregivers or consumers will be aware of possible hazards.

FIGURE 3C

160
↓

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Window

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	Changed Perception	User Perception	Value	Labeling Effectiveness	TOTAL
Birth to 3 months					
4 to 7 months					
8-11 months					
12-18 months					
19-23 months					
2 years					
3 years					
4-5 years					
6-8 years					
9-12 years					
13-17 years					
18-25 years					
Young Adult					
Mature Adult					
Junior Elderly					
Senior Elderly					

None/Low Mitigal Moderate/Low Mitigatio Moderate Mitigation Moderate/High Mitigal High Mitigation

155

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FIGURE 3D

100
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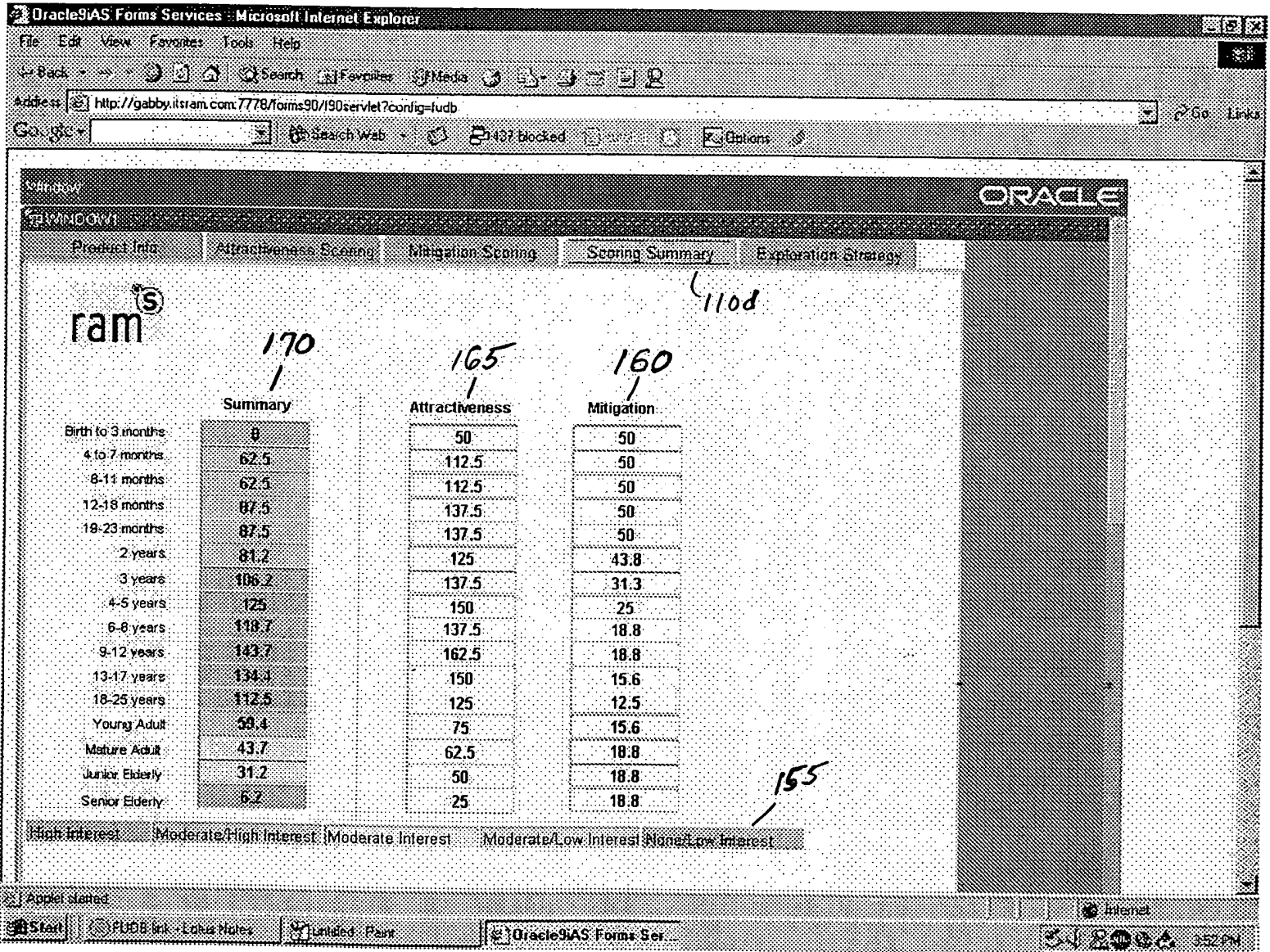


FIGURE 4

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WINDOW ORACLE

Product Info Attractiveness Scoring Migration Scoring Scoring Summary Exploration Strategy

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1. Does the product "do" something when turned upside down or around? ☐

2. Will the product be used in a situation where a child may potentially be bored (e.g. in the car, in class)? ☐

3. Is the product small enough to fit into one of a child's orifices (e.g. nose, ears)? ☐

4. Does the product have any bumps or textures? NO ☐

5. Is the product large enough that a small child could potentially climb inside of it (e.g. cupboards, toy box, large container)? ☐

6. Does the product have any small holes or cavities that a child may want to mouth or place their tongue inside? ☐

7. Does the product have a handle-like feature (e.g. drumstick or hammer qualities)? ☐

8. Would the product be difficult for a child to open? ☐

180 150

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FIGURE 5A

100
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ORACLE

9. Is the product a projectile item (e.g. flying toy airplane, slingshot) or could it be used for such? ☐

10. Does the product have any ball shaped characteristics? ☐

11. Does the product have any pockets or compartments (either in whole or in part) that a child could use to fill and dump? ☐

12. Is the product in any way food related (e.g. food itself or objects associated with food like straws, cups, utensils)? ☐

13. Does the product have extended play value for a child (e.g. Legos)? ☐

14. Does the product encourage a child to use his or her imagination? ☐

15. Is the product likely to be used by a child when he or she may be confined (e.g. car seat, highchair, playpen, crib, school desk)? ☐

16. Is the product likely to be used in a location where a child will not be supervised (e.g. in bed at night, in the school lunchroom, at a friend's home)? ☐

17. Does the product (in whole or in part) have rubbery, pliable, or squeezable characteristics? NO ☐

18. Does the product have batteries that are relatively accessible to an older child? ☐

19. Is the product associated with any media (e.g. cartoon, movies, tv shows) characters? NO ☐

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FIGURE 5B

100

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20. Can the product be used by a child to help her/him become someone or something else (e.g. a teacher, a doctor, a superhero)? ☐

21. Does the product allow the user to manually move any parts or components? ☐

22. Does the product have any lights? ☐

23. Does the product taste or smell sweet, fruity, or floral? ☐

24. Does the product allow the user to have a feeling of independence? ☐

25. Is the product associated with any role models (e.g. real or fictional) consumers may have? YES ☐

26. Does the product emit any noises? YES ☐

27. Are the sides of the product significantly different? ☐

28. Does the product resemble any other products, objects, or characters that a child may be familiar with? ☐

29. Is the product intended to be used for any aggressive type play or could play with the product potentially turn aggressive (e.g. crashing cars, fighting superheroes)? ☐

30. Does the product change any of it's characteristics if thrown (e.g. changes shape, makes noises, etc.)? ☐

31. Does the product change any of it's characteristics if banged (e.g. changes shape, makes noises, etc.)? ☐

32. Does the product change any of it's characteristics if dropped (e.g. changes shape, makes noises, etc.)? ☐

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FIGURE 5C

Oracle9iAS Forms Services - Microsoft Internet Explorer

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33. Is the product intended to challenge a child intellectually? ☒ YES

34. Does the product have any components that could be mixed together or that children may want to mix with other items? ☐

35. Is the product something that children would like to collect? ☐

36. Does the product feel cool in the mouth? ☐

37. Does the product encourage a child to suck on it (e.g. pacifiers, anything that creates suction in the mouth)? ☐

38. Is the product weighted in such a way that it will make a noise when dropped? ☐

39. Is the product weighted in such a way that it will make a noise when banged? ☐

40. Is the product weighted in such a way that it will make a noise when thrown? ☐

41. Does the product have any holes or cavities that a child could insert a body part (e.g. hand, arm, foot, leg) inside? ☐

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180

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FIGURE 5D

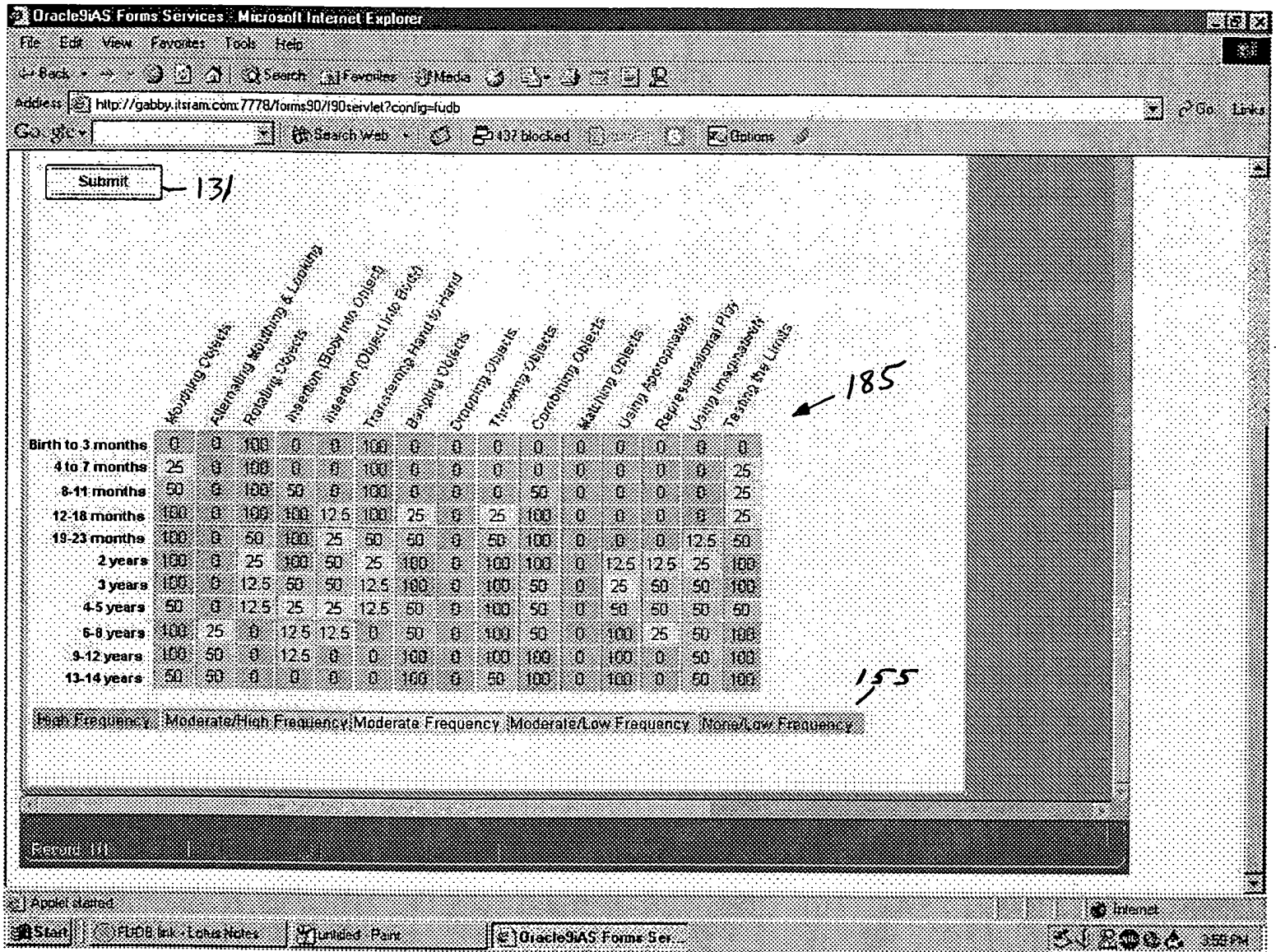


FIGURE 5E

205a

212

FIGURE 6A

200

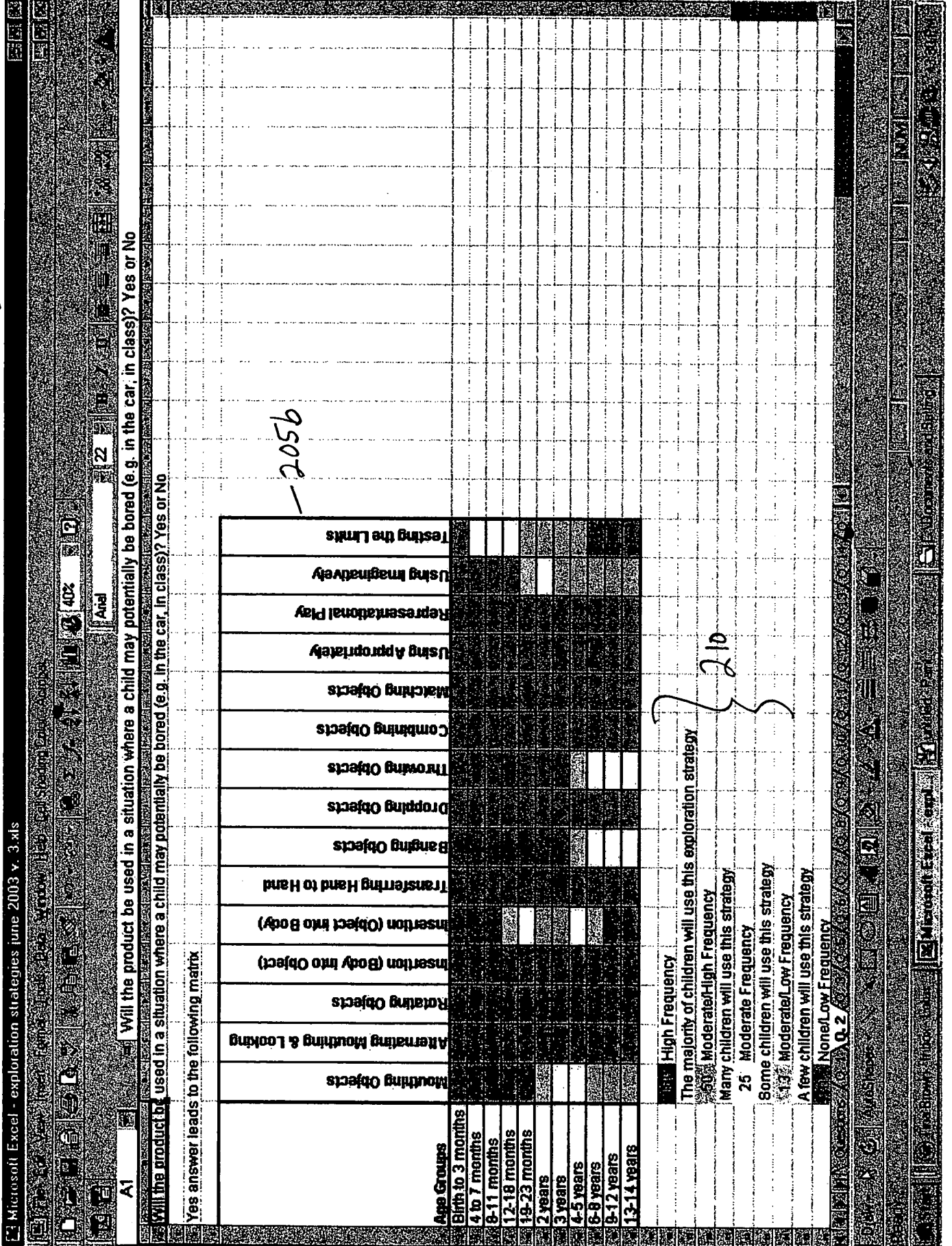


FIGURE 6B

200

A1 Is the product small enough to fit into one of a child's orifices (e.g nose, ears, belly button, private areas)? Yes or No

Is the product small enough to fit into one of a child's orifices (e.g nose, ears, belly button, private areas)? Yes or No

Yes answer leads to the following matrix

Age Groups	Mouth	Alternating Mouthing & Looking	Rotating Objects	Insertion (Body into Object)	Insertion (Object into Body)	Transferring Hand to Hand	Banging Objects	Dropping Objects	Throwing Objects	Combining Objects	Matching Objects	Using Appropriately	Representational Play	Using Imaginatively	Testing the Limits
Birth to 3 months															
4 to 7 months															
8-11 months															
12-18 months															
19-23 months															
2 years															
3 years															
4-5 years															
6-8 years															
9-12 years															
13-14 years															

High Frequency
The majority of children will use this exploration strategy

Moderate/High Frequency
Many children will use this strategy

Moderate Frequency
Some children will use this strategy

Moderate/Low Frequency
A few children will use this strategy

None/Low Frequency

2502

210

FIGURE 6C

200

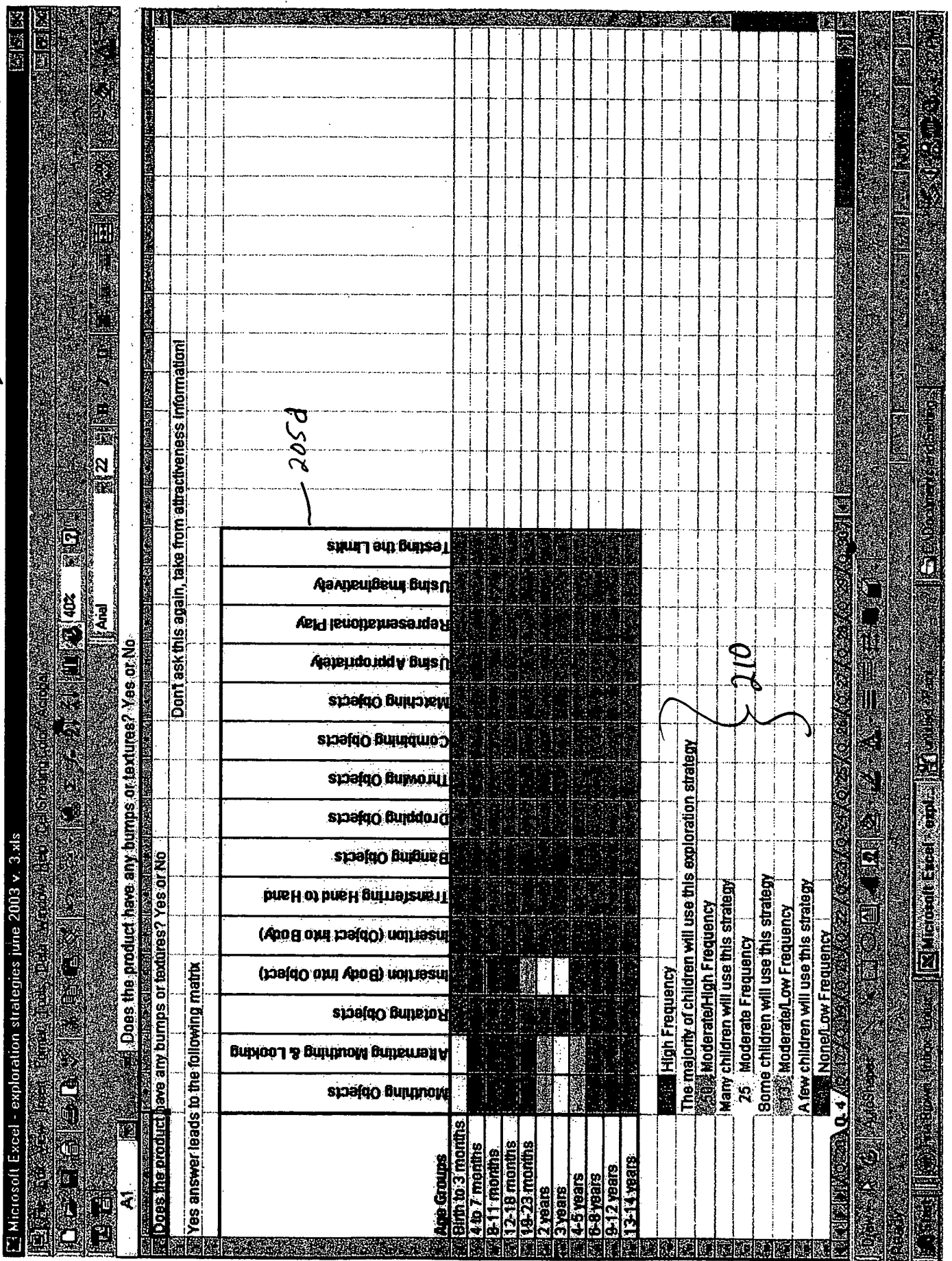


FIGURE 6D

200

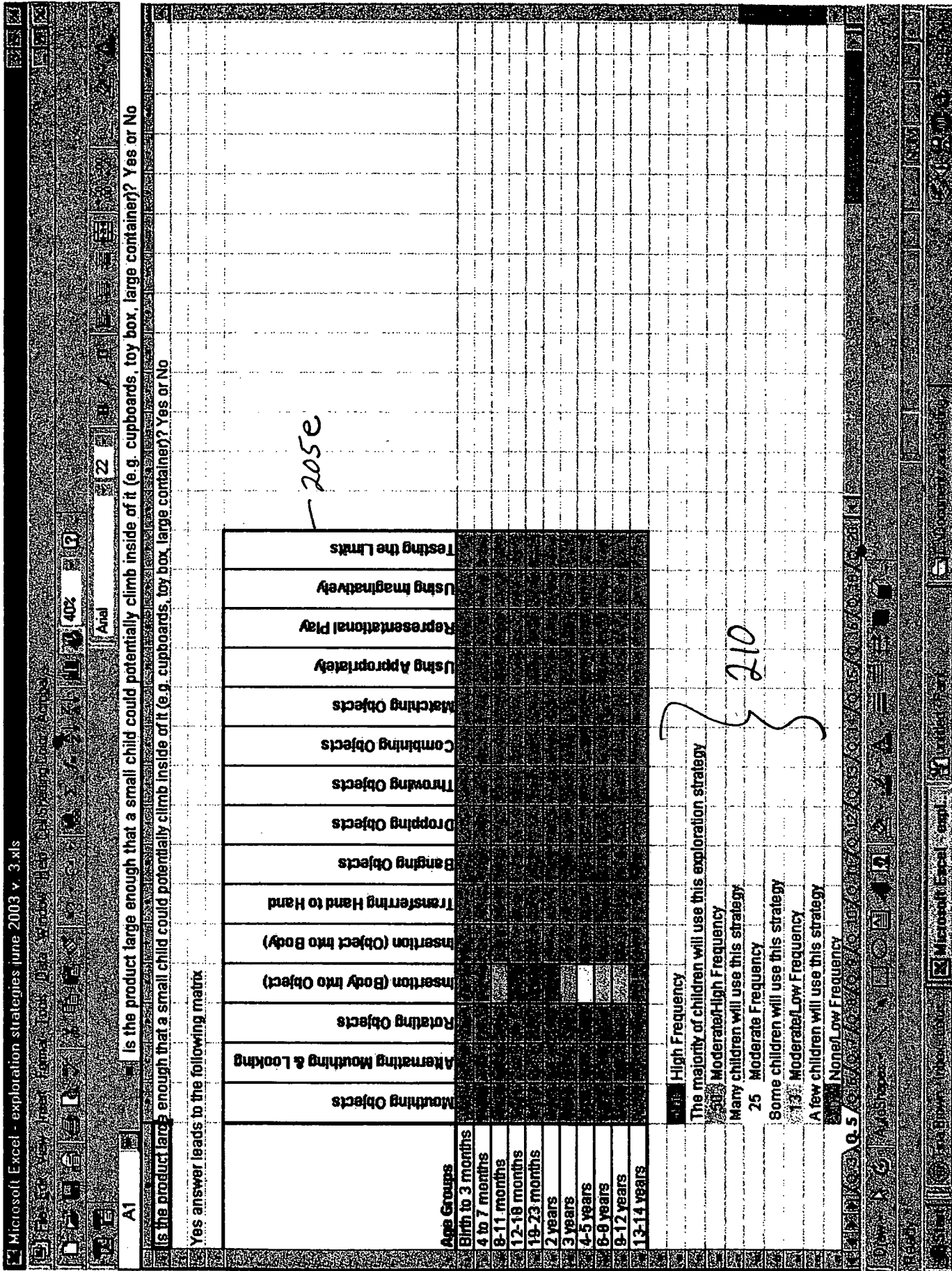


FIGURE 6E

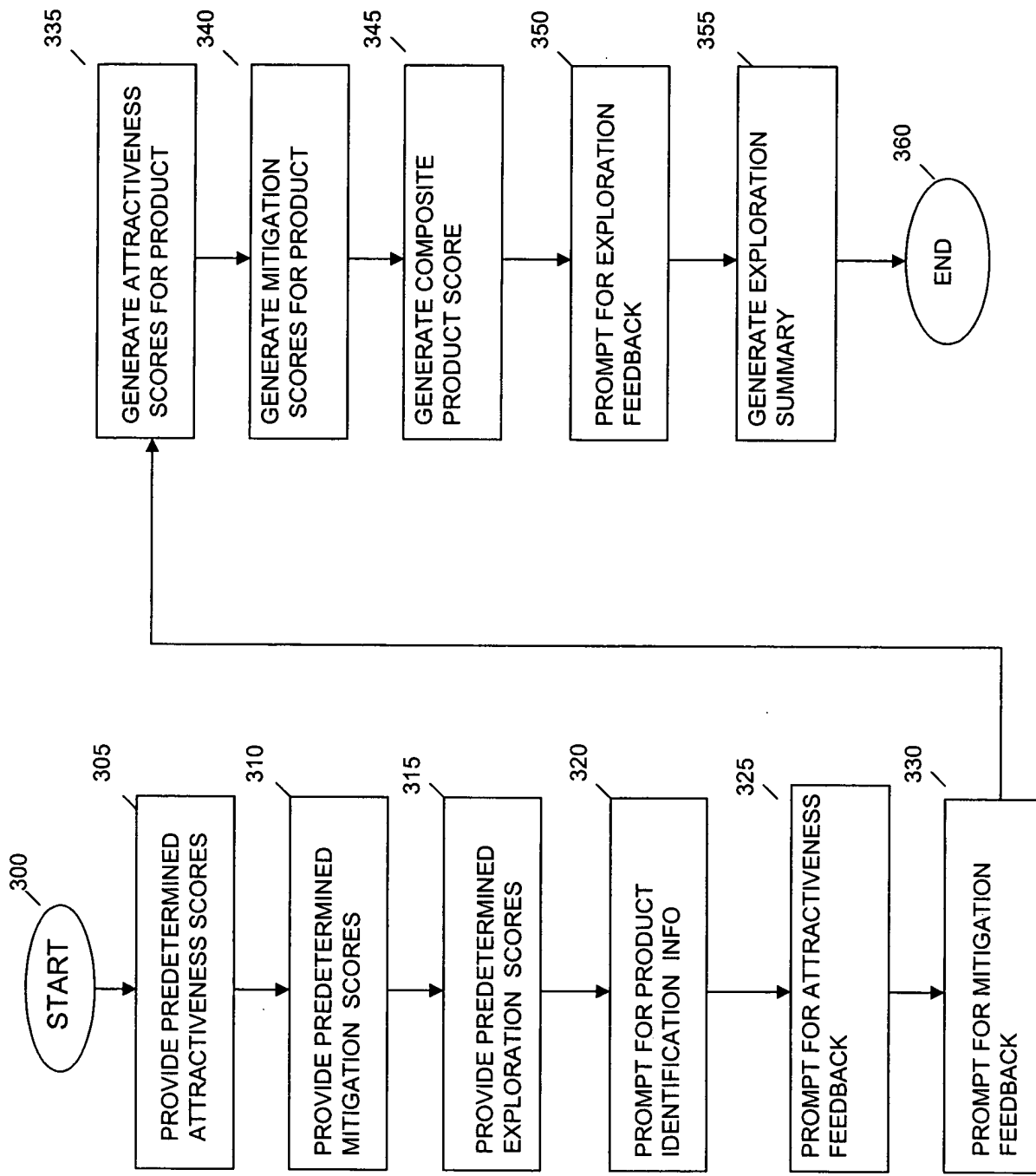


FIGURE 7